

Godrej Consumer Products Ltd.
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Eastern Express Highway,
Vikhroli (E), Mumbai 400 079, India.
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Website : www.godrejcp.com
CIN : L24246MH2000PLC129806

April 22, 2019

BSE Limited
Corporate Relations Department
1st Floor, Rotunda Bldg., P.J. Towers, Dalal Street,
Mumbai 400 023.
Scrip Code : 532424

The National Stock Exchange of India Ltd
Exchange Plaza, 4th Floor,
Bandra-Kurla Complex, Mumbai 400 050
Symbol: GODREJCP

Dear Sirs,

Update on Godrej Expert Easy 5 minute hair colour

We enclose herewith a communication which is self-explanatory.

Thank you.

Yours faithfully,
For Godrej Consumer Products Ltd


V Srinivasan
Chief Financial Officer & Company Secretary



Godrej

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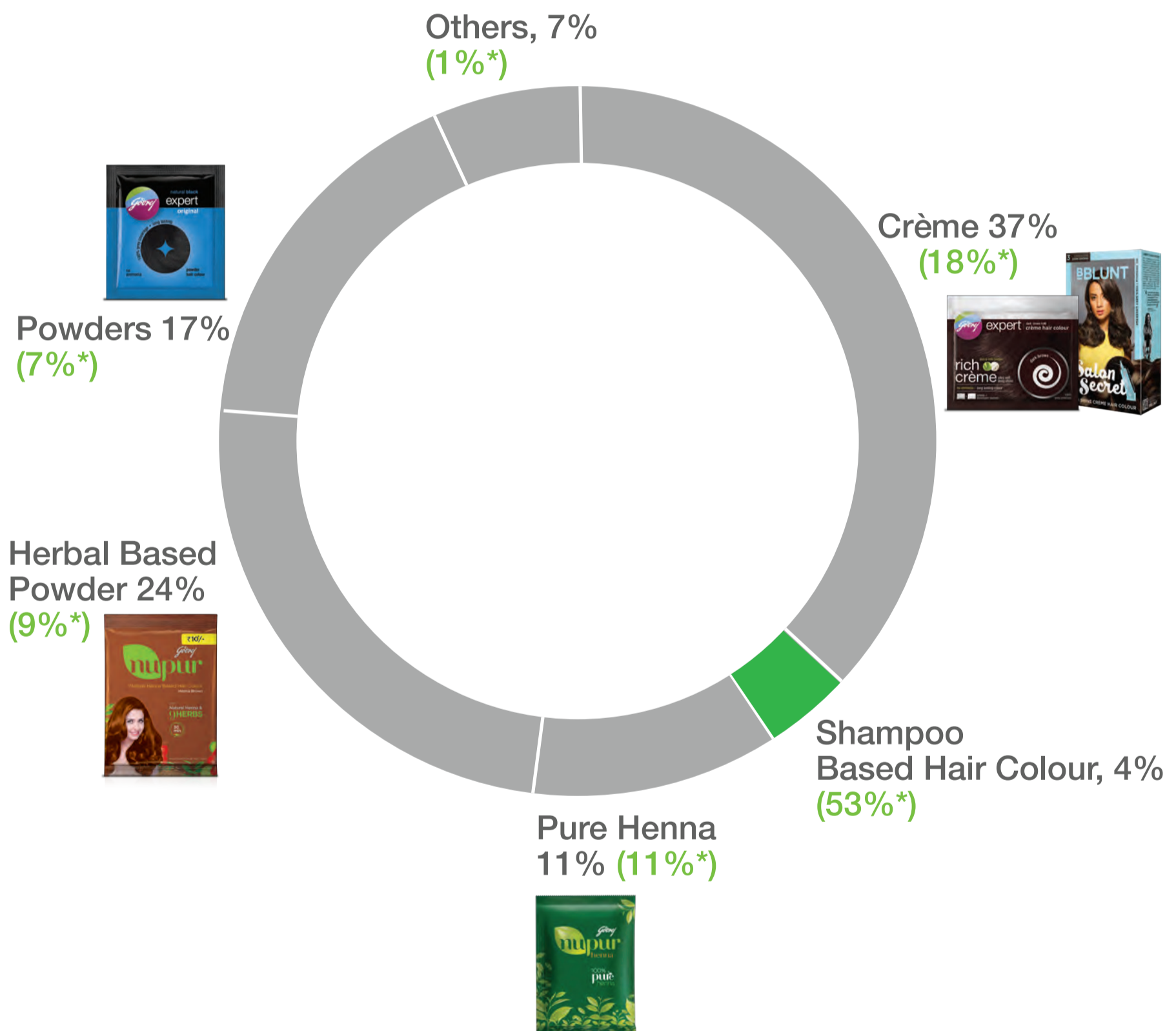


22nd APRIL 2019

SINCE OUR FIRST
EVER HAIR COLOUR
LAUNCH IN 1975,
**WE HAVE COME
A LONG WAY**

- Market leader with more than 1/4th market share
- Presence across formats, price points and channels
- Reach 60 million households
- Most distributed hair colour

HAIR COLOUR CATEGORY - FORMAT SALIENCE



GCPL plays in all categories except shampoo based hair colour

*Growth%(MAT Jan'19 vs Jan'18)

**India's largest
hair colour brand
is introducing...**

GODREJ EXPERT EASY 5 MINUTE HAIR COLOUR





SHAMPOO BASED HAIR COLOUR

REMOVES NEW TRIER BARRIERS OF PERCEIVED DIFFICULTY AND TIME COMMITMENT OF THE COLOURING PROCESS AND SAFETY BY MAKING COLOURING AS EASY AS SHAMPOOING

1 EASY
No mixing, bowl or brush needed
Just use it like a shampoo

2 VERY QUICK
Colours in 5 minutes
DIY - quick and easy

3 SAFE
Enriched with goodness of
Amla and Shikakai

4 AFFORDABLE
₹25 for 20 ml

THANK YOU